



AN OVERVIEW OF CULTURAL HERITAGE TOURISM: WITH SPECIAL REFERENCE TO KARNATAKA, INDIA

Chikkappa Chikkannavar¹ | Kiran Kumar P²

¹Research Scholar, Department of Studies and Research in Economics, Rani Channamma University, Belagavi, India.

²Assistant Professor, Department of Studies and Research in Economics, Rani Channamma University, Belagavi, India,

ABSTRACT

Cultural heritage tourism as travelling to experience the places, artefacts, and activities that authentically represent the stories and people of the past and present, cultural, historic, and natural resources all make up heritage tourism sites. Cultural heritage tourism in Karnataka aims to recognize the importance of the cultural heritage products for continuity of culture and the balance within cultures. It generates local employment and business both directly and indirectly in the tourism sector and in various support and resource management sectors. The tourism sector is considered as an important vehicle for socio economic development of the concerned communities. The tourism sector stimulates improvements to local transportation, communication and other basic community infrastructure of Karnataka. This state is one of the important destination states in India for cultural heritage tourism for domestic and international tourists alike. Almost all districts of this state are replete with heritage products. This paper deals with availability of heritage products in Karnataka, the present status and trends in the flow of heritage tourists to Karnataka and the challenges and opportunities of cultural heritage tourism.

KEYWORDS: Cultural tourism, Heritage tourism, challenges, opportunities, Karnataka.

INTRODUCTION:

From time since immemorial, India has been considered to be a land with rich cultural heritage. Centuries after centuries, this country has seen rulers like Rajputs, Mughals, English, and Portuguese. Besides, various religions also flourished at different times in this country like Buddhist, Jainism, etc. All these factors have played their role in making an impact on the heritage tourism in this country. One can find the traces of different cultures in music, dance, architecture, festivities, languages spoken, traditional beliefs and customs, food and many more like these. It is the development in these aspects of life that makes the heritage tourism of India one of the most vibrant and most exhaustive (Romila Chawla, 2006). Karnataka's cultural heritage and its contribution to the field of art, music, religion and philosophy are well appreciated. Mysore, Hampi, Shravanabelagola, Belur, Halebid and Bijapur are some of the consequential historic and cultural centres in Karnataka. Karnataka is well endowed with natural resplendence especially along the Western Ghats; the state has the potential to become one of India's major tourist destinations.

Karnataka State possesses sundry alluring spots of natural comeliness and affluent cultural heritage. There is an array of archaic sculpture site of heritage value, breathtaking landscape, exotic wildlife, temple towns, Heritage sites, Temples, Forts, Sandalwood Forests, Coffee plantation, Water Falls, Wildlife, Western Ghats, Hill Stations. In this background, there are ample opportunities for tourism in Karnataka having traditional tourist spots, temples with good sculptural glory, religious places, seashores with spectacular comeliness Malnad area and good climatic conditions. In the year 2010, Karnataka ranked fifth among States as a tourist destination with around 3.8 lakh international and over 382 lakh domestic tourists visiting the State. The State has the second-highest number of for fended monuments in the country (507 centrally and 750 adscitious bulwarked by the State Governments) to nature and wildlife –there is much to draw the tourist to Karnataka (K Selvakumar and Dr S Thangaraju, 2016).

OBJECTIVES:

- To study the availability of heritage products in Karnataka;
- To study the importance of and performance of cultural heritage tourism in Karnataka;
- To study the present status and trends in the flow of heritage tourists to Karnataka;
- To study the challenges and opportunities of cultural heritage tourism;

METHODOLOGY:

The research is purely based on secondary data. The data have been collected from various national and international journals, books and websites of the Government of India and Government of Karnataka.

REVIEW OF LITERATURE:

Dr. B R Parineetha (2005) revealed that 54% of the tourist enjoyed their stay in India and were interested in this monumental heritage aspect and they were mainly from Europe and America. About 48.3% of the tourists felt that the beau-

tiful and natural scenery created in them an urge to visit India. According to the survey reports many foreign visitors would be delighted to have an opportunity of watching the performances of dancers and singers in India. Finally the author concludes that the India is a large populous country with a great past and great tradition.

Prof. K.S Nagapathi (2012) studied that, the Tourism Development a New Approach, Culture has been viewed as information and communication system. Cultural tourism is frequently used to describe certain segment of travel market. It may be associated with visit to historical, artistic and heritage attractions. The United Nations World Tourism Organisation has given definitions. The author concludes that, Cultural tourism includes Movements of persons for essentially cultural motivations such as study tour, travel to fairs and festivals, and other cultural events, visits to sites and monuments, folklore arts and pilgrimages.

Arun Sharma and Suman Sharma (2017) observed that, Incredible tangible and intangible heritage of India play a vital role towards the nation's overall growth and development. This study suggests that heritage can act as an important holistic development tool for the overall community development. The study provides ample scope and opportunities towards heritage tourism development in India as per stakes of local community. Finally, the authors conclude that the government should ensure local community satisfaction while planning for tourism development.

Ashwini S (2021) studied that, the development of cultural and heritage tourism of India.

The research is based on divergent views, which has been expressed by contemporary historians. Cultural heritage refers to those monuments or group of buildings and sites with universal aesthetic, archaeological, scientific, ethological or anthropological value. The author concludes that the local people have responsible for conserve world heritage sites to future generation.

RESULTS AND DISCUSSION:

Heritage Tourism Trends in India:

India is known the world over for its rich cultural heritage. The land of the saintly sages and the royal rulers boasts of colourful customs and timeless traditions. The people carry on with the legacy of their own lands and the beautiful built buildings act as the evidence of the elegant architecture we have inherited. Amongst the many treasures of the yester years we have the abode of the nobles, the forts and places. In order to catch a glimpse of the bygone era follow the royal trail. The ravishing state of Rajasthan is home much more than the heritage hotels. The forts and places are abundant in the colourful land. A journey through the desert land will leave you mesmerised with the astonishing heritage revealed in its forts and places.

Heritage tourism in India has registered an immense growth in the last few years, ever since additional initiatives were taken by the government of India to boost the image of the country as a destination for heritage tourism. Indian heritage tourism products are always famous for its rich and attractive features to the foreign tourists. The glorious past of India with its cultural diversity makes a potent

blend which attracts millions of foreign tourists each year to its heritage tourist attractions. The government of India and the Ministry of Tourism and Culture encourage heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists. India's rich heritage is amply reflected in the various religious temples, palaces, monuments, and forts that can be found everywhere in the country. This has led to the increase in India's heritage tourism. The most popular heritage tourism destinations in India are: Taj Mahal in Agra, Mandawa castle in Rajasthan, Mahabalipuram in Tamil Nadu, Madurai in Tamil Nadu, Lucknow in Uttar Pradesh, Delhi, and the Indian capital. The maximum number of tourists who come to India visit the Taj Mahal for it is one of the Seven Wonders of the World. It is wholly made of marble with intricate inlay work done in an exquisite and meticulous style. The Mandawa castle in Rajasthan, built in 1775 reflects India's rich heritage and attracts thousands of tourists each year to Rajasthan which seems especially popular for its antique paintings, jade jewellery, palaces and costumes.

Table 1: Foreign Tourist Arrivals (FTAs), Arrivals of Non-Residents Indians (NRIs) and International Tourist Arrivals (ITAs) 2011-2020

Year	FTAs in India (In Millions)	Percentage Change over Previous Year	NRIs Arrivals in India	Percentage Change over Previous Year	International Tourist Arrivals in India (In Millions)	Percentage Change over Previous Year
2011	6.31	9.2	-	-	-	-
2012	6.58	4.3	-	-	-	-
2013	6.97	5.9	-	-	-	-
2014	7.68	10.2	5.43	13.11	-	-
2015	8.03	4.5	5.74	5.7	13.76	5.0
2016	8.80	9.7	6.22	8.5	15.03	9.2
2017	10.04	14.0	6.77	8.8	16.81	11.8
2018	10.56	5.2	6.87	1.4	17.42	3.7
2019	10.93	3.5	6.98	1.7	17.91	2.8
2020	2.74	-74.9	3.59	-48.6	6.33	-64.7

Source: Bureau of Immigration, Government of India

The above table shows that foreign tourist arrivals, arrivals of non-residents and international tourist arrivals from 2011 to 2020. In the year 2011, 6.31 million foreign tourist arrivals in India and its percentage change over previous year were 9.2 percent but non-residents Indians, and international tourist arrivals are not arrived in 2011 to India. And in the year 2020, 2.74 million foreign tourist arrivals in India and its percentage change over previous year were -74.9 percent; 3.59 million non-resident Indians arrived in India and its percentage change over previous year were -48.6 percent, and 6.33 million international tourist arrivals in India and its percentage change over previous year were -64.7 percent.

Table 2: Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2020

Rank	States/UTs	Foreign Tourist Visits in 2020	
		Number	Percentage Share
1	Maharashtra	1262409	17.6
2	Tamil Nadu	1228323	17.1
3	Uttar Pradesh	890932	12.4
4	Delhi	681230	9.5
5	West Bengal	463285	6.5
6	Rajasthan	446457	6.2
7	Punjab	359114	5.0
8	Kerala	340755	4.8
9	Bihar	308080	4.3
10	Goa	302751	4.2
	Total of Top 10	6283336	87.6
	Others	888433	12.4
	Total	7171769	100.0

Source: State/UTs Tourism Departments

The above table shows that share of top 10 States/UTs of India in number of foreign tourist visits. In the year 2020, total 7, 17,169 foreign tourists arrived in India; out of which 62, 83,336 visited in top 10 States/UTs and their share of percentage were 87.4 percent and 8, 88,433 visited in other States/UTs and their percentage were 12.4 percent so total 100 percentages of foreign tourist arrivals in India.

Heritage Tourism Products in Karnataka:

Karnataka with its great Heritage and Cultural Background has astronomical potential for the sustainable development of tourism industry. State Government has declared 'Tourism as an industry' since 1988. The Department has brought out a series of Tourism Policies with the package of incentives, concessions and subsidies for development of Tourist Infrastructure in the State through the private investment. Tourism has been given priority and it is instrumental for Socio-Economic magnification of the State as well as providing lot of employment opportunities for both adroit and maladroit man potency. The tourist flow in to the State has been incrementing steadily in the last decade.

In view of integrated development of tourism, the State regime has promulgated incipient tourism policy for 2009-14. In the overall period of this policy (5 years), it is estimated that Rs.25, 000 crore of private investment will be invested in the tourism sector. And in the same period 29 to 41 lakhs of employment opportunity will be engendered. To minimize the financial burden, the PPP scheme has withal been introduced to magnetize more number of mega investors. Revenue realised by the tourism in Karnataka by the three organization viz., Directorate of Tourism, Jungle Lodges & Resorts Ltd. and Karnataka Tourism Development Corporation during the year 2007-08 was Rs 62.77 crore and it was Rs 68.98 crore in the year 2009-10.

Five circuits have already been identified by the Government of Karnataka to develop tourism infrastructure and in order to identify new tourism destinations. Apart from these five circuits, as a part of their on-going activities to boost up tourism sector in the state, they are also trying to develop some more attractive tourist circuits. However, these are yet to be given a concrete shape. The five circuits which have been already identified by the state government are as follows:

1. Northern Circuit
2. Southern Circuit
3. Coastal Circuit
4. Wildlife Circuit
5. Hill Resort Circuit

Northern Circuit: The Northern Circuit consists of Northern Districts of Karnataka namely Belgaum, Bijapur, Dharwar, Bidar, Gulbarga, Raichur, Bellary and Chitradurga. Once the capital of the early Chalukyan dynasty (6th to 8th centuries), Aihole and Patadakal (Bagalkot District), are picturesque villages on the banks of the Malaprabha river and are historically famous as the cradle of Hindu temple architecture built between the 6th & 8th centuries and some even earlier. Badami is known for its rock-cut cave temples. Hampi - a world heritage centre which is the ruins of the great capital of Vijayanagar dynasty is also a part of the circuit.

Southern Circuit: The Southern Circuit consists of Districts of Bangalore, Mysore, Mandya, Hassan, Kolar, Shimoga, Chikmagalur and Tumkur. The southern circuit includes Bangalore, the capital of Karnataka. Bangalore ranks as one of the fastest growing cities in Asia and is also known as "Garden City of India" "IT Hub" etc. Mysore is also known as the City of Palaces and the political capital of the Wodeyar dynasty. Mysore City also possesses a number of gardens, shady avenues and sacred temples. Carnatic Classical music and dance is also a prominent aspect of the city. The other major destinations of the circuit include Srirangapatna which was once the capital of the warrior king Hyder Ali and his son Tipu Sultan.

Coastal Circuit: The coastal circuit consists of the coastal districts of Uttara Kannada, Udupi and Dakshin Kannada. Uttara Kannada is considered to be the eco-tourist's paradise is a place of immense natural beauty. Its wide variety includes Beaches, Wild life sanctuaries, Scenic views, Adventure sports, Rock climbing and also religious shrines. Dakshin Kannada is surrounded by the soaring Western Ghats and Arabian Sea, the district is blessed with lush green vegetation, abundant rain fall, beautiful beaches, picturesque mountain ranges, temples and many more.

Wild Life Circuit: The wild life circuit consists of Wild Life Sanctuaries, National Parks and Bird Sanctuaries. There are 5 National Parks, around 22 Sanctuaries and around 3 Jungle Lodges and Camps. Bandipur National Park nesting in the foothills of the Nilgiris, Kabini -situated amidst the Kharapur Forest, Kabini is the pristine pieces of land that abound with nature.

Hill Resort Circuit: The Hill circuit covers the Hill stations of Mercara, Kemmannagundi, Kudremukh, Male Mahadeshwara Hills, BR Hills, Sandur, Nandi Hills and Jog Falls. Madikeri or Mercara, the district headquarters of Kodagu (or Coorg) also known as the Scotland of India, is gradually catching up as one of the most sought after Hill stations of the country.

A visit to India's not complete without visiting Karnataka state. This is a common expression conveyed to tourists visiting the country. Karnataka is thus one of the mandatory destinations for tourists in Brunei Darussalam, synonymous with the Great Wall in China, Eiffel Tower in France, pyramids in Egypt, and windmills in The Netherlands.

Challenges:

Integration: communities, historical and tourism interests must ensure that cul-

tural heritage tourism plans are integrated with the larger processes of policymaking and planning.

Cooperation: all interests within the tourism planning process, especially those at the community level, must learn to work together in a cooperative manner. Sustainable development requires that all those concerned learn to deal with conflicts and to explore the creative use of partnerships as a way of sharing knowledge, as well as risks, in tourism development.

Impact Assessment: if communities are to develop plans and policies that will meet their needs and respect their tangible and intangible heritage they must begin to measure the potential impacts of new tourism developments. In the impact process, the use of indicators is essential if communities are to be in a position to assess how well plans are meeting their objectives. While it is often difficult to find resources to carry out work, it is essential for the community to know how well it is doing in its efforts to preserve cultural heritage as well as improve the quality of life for all of its residents.

Interpretation/Presentation: if the community is to be in a position to define its culture and tell its story to its own residents as well as visitors there must be a creative use of various interpretive and presentation techniques. These techniques can range from visitor centre, re-enactments, first person interpretation, and audio visual shows, interactive computer programmes, signage and various forms of print media.

Creative Financing: given the scarcity of government funding in much of Asia and declining resources from international development agencies, it is essential that communities begin to look at various forms of creative financing.

Destination Management: there is an important need for destinations to begin to think in a coherent way not only about everyday municipal concerns but also about the cultural and heritage dimensions of a community.

Opportunities:

The successful organization of heritage tourism in Karnataka is purely depends on the joint effort of publican private along with the support of state government. Also need to create awareness among the villagers regarding the importance of heritage and tourism potential of the destination.

The results are thus imperative, especially in the system of sustaining another sort of the travel industry advancement in nations like Zimbabwe and through its current 'resurrection' efforts to transpose the travel industry as part of a vital division that manages employment opportunities for residents and drive neighbourhood monetary development and dynamic motivation.

The home-grown entrepreneurs initiate new start-ups only based on the recent success stories. The study anticipates a positive result from local business units and will create a sense of entrepreneurship among the natives. This would create better ideas for the home-grown regarding investment & preserving the cultural heritage.

Encouragement from segments of tour operators on behalf of empowering resident's participation will expand the possibilities for proving local jobs and if it is not so the operations of the organizations will tend to minimize local profit leakage.

Cultural tourism, it is connected with events such as cultural shows; curio shops, and handcraft sales which not at all bothers education.

CONCLUSION:

This study highlights the identification of tourist's destinations in Karnataka. It is concurred that such research efforts would help tourism practitioners and planners to have a better understanding of cultural heritage tourism and to formulate improved strategy and planning about cultural heritage tourism destinations in Karnataka. From the result of the study, Karnataka cultural tourism needs to improve few areas like, firstly, it needs to create more information outlets in various markets and to improve the accessibility. Secondly, the Ministry of Tourism, Karnataka Tourism Development Corporation (KSTDC) should work more closely with the cultural heritage areas to spread awareness and remove hurdles. Finely, it needs to work toward collaborating with various travel agencies and tour operators to create awareness of quality among domestic and international tourists. There is no doubt that Karnataka has immense potential and tourists are satisfied at cultural heritage destinations of Karnataka. It hoped that Karnataka will receive more domestic and international tourists in future to be the leader in providing the flavour of cultural heritage tourism to the world.

REFERENCES:

- I. Arun Sharma and Suman Sharma (2017): "Heritage Tourism in India: A Stakeholder's Perspectives", Tourism and Travelling Kozmenko Science Publishing, Vol. 1, Issue 1, Pp. 20-33.
- II. Annual Report 2020-21, Ministry of Tourism Government of India
- III. Ashwini (2021): "A Study on Cultural and Heritage Tourism of India", International Journal of Creative Research Thoughts (IJCRT), Vol. 9, Issue 5, Pp. 149-152.

- IV. Dr. B.R. Parineetha (2005), History and Tourism in India, United Publications
- V. Dr. Seema Zagade and Girish Deore (2020): A Study of Cultural Tourism and Its Role and Importance in Modern Tourism Era, Studies in Indian Place Names (UGC Care Journal), Vol-40, Issue-27, Pp. 909-927.
- VI. India Tourism Statistics at a Glance-2021
- VII. K.S Nagapathi (2012) Tourism Development a New Approach, Prateeksha Publications ISBN: 978-93-80626-68-0
- VIII. K. Selvakumar and Dr. S. Thangaraju (2016): "The Constraint of Tourism Development for a Cultural Heritage Destination: The Case of Karnataka State", Annual Research Journal of SCMS, Pune, Vol. 4, Pp. 88-100.
- IX. Ms. Parvathy R. Nair (2016): "A Study on Problems and Prospects of Heritage Tourism with Special Reference to Pandalam Palace".
- X. Mustak Ahamad (2017): "Cultural Heritage Tourism-An Analysis with Special Reference to West Bengal, India", International Journal on Recent Trends in Business and Tourism, Vol. 1 (4), Pp. 55-62.
- XI. Rethesh P T (2019): "Assessing Opportunities and Constraints of Community Engagement in Tourism Development in Hampi", CHRIST (Deemed to be University) Bangalore, India, Pp. 01-116.
- XII. Romila Chawla (2006): "Tourism the Cultural Heritage", Arise Publishers and Distributors, ISBN: 81-89557-14-9, Pp 17-329.

WEBSITES:

- XIII. [http://history.sd.gov/preservation/docs/CHT Benefits.pdf](http://history.sd.gov/preservation/docs/CHT%20Benefits.pdf)